

# Interview of Kishan Jain on smart lighting Coverage: **EPR** magazine

Date : January 2021

<http://bit.ly/3u8Eg72>

The screenshot shows the EPR magazine website interface. The main article is titled "Smart lighting the 'new normal'" by EPR Magazine Editorial, dated December 27, 2020. The article features a large image of hands holding a smartphone displaying a smart lighting control interface. The text defines smart lighting as an illumination management system for energy efficiency and convenience. It also includes a section on market expectations and a quote from Kishan Jain, Director at Goldmedal Electricals Pvt. Ltd., discussing the company's focus on eco-friendly and sustainable LED lighting solutions.

**Smart lighting the "new normal"**  
By EPR Magazine Editorial  
Posted on December 27, 2020

**Smart Lighting is basically an illumination management system. Designed for energy efficiency, convenience and security. This may include high efficiency fixtures and automated controls that make adjustments based on conditions such as occupancy or daylight availability. It includes task lighting, accent lighting, and general lighting.**

**Market expectations turning smart**

Smart Lighting consists of variety of sensors, controllers, LED luminaire is an ideal choice to meet the energy saving criteria, economic pricing, instant linear controls and long life. To which Kishan Jain, Director at Goldmedal Electricals Pvt. Ltd., said, "We, at Goldmedal, are advocates of eco-friendly, economical and sustainable electrical solutions. All Goldmedal products offer tremendous value for money and are energy efficient. Our research and development team conducts extensive market surveys and closely tracks industry trends that enable us to stay updated about the demands of the market. Almost all of our lighting products use LED technology and are designed in keeping with the needs of modern homes and offices." With the pandemic changing our way of life and restricting us indoors, we were able to foresee the rise in the demand for indoor lights. They have diversified our portfolio to include lights in every price and style segment. Whereas elaborating

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